

**REMARKS**

The Notice of Allowance dated November 18, 2009, has been received and carefully reviewed. Pursuant to 37 C.F.R. § 1.312, claims 36-53, 55-87, 89-104, and 106 are amended. No new matter is added by this Amendment.

**Claim Amendments**

Claims 36-53, 55-87, 89-104, and 106 have been amended to clarify the current claims and to address formalities. These amendments do not alter the scope of the allowed claims and therefore do not require any additional search or consideration. Claim 87 further is amended to correct a typographical error, and now reads:

A system for the electronic distribution of advertisements, comprising:

a computer processing element configured to (1) generate a shell electronic greeting card including a primary message which a user wishes to convey to at least one recipient and (2) modify said shell electronic greeting card to generate a modified electronic greeting card which includes an advertisement integrated into said shell electronic greeting card, said advertisement including information regarding at least one consumer product, said advertisement being integrated into the shell electronic greeting card such that the advertisement when seen may be perceived by said at least one recipient as part of said modified electronic greeting card without interfering with said primary message of said modified electronic greeting card; and

a computer communications element configured to electronically transmit an invitation, via the Internet, to view the modified electronic greeting card to the at least one recipient.

Claims 36-53, 55-87, 89-104, and 106 have been amended to add language that invoke the use of computers in performing the method claims and clarifies that the system claims are likewise tied to at least one particular machine. The Examiner noted in his Reasons for Allowance that "electronically transferring via the Internet inherently requires client and server computers with processors." See Notice of Allowability Pg. 2. Thus, this amendment does not alter the scope of the allowed claims and therefore does not require any additional search or consideration.

Claims 48-49 and 82-83 have been amended to conform to the computer language added by this amendment. These amendments do not alter the scope of the allowed claims and therefore do not require any additional search or consideration.


Applicant requests that the amendments be entered and notice of such entry be timely provided.

The Commissioner is hereby authorized to charge any fees or credit any overpayment to Deposit Account No. 02-1235.

Respectfully submitted,

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